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Note for Marin, Wendy

From: Rush, Sonya
Date: Wed, Aug 16, 1995 9:49 PM
Subject: media planning
To: Buehler, John
Cc: Marin, Wendy; Pizarro, Maria

John,

I will have Maria fax you a copy of the media information that Wendy and I used as a discussion piece with Rita and Karen. Here are the some of the specifics we discussed, however call Wendy for more of the specifics we discussed.

- Media budget will be \$29.5MM, an increase of \$3.5MM from the current budget
- Maintain page/spread ratio as we have now with one exception. In the 2nd half we may want to increase spreads initially to seed new creative look, then taper back.
- Ethnic media will be based on volume contribution and any trend of growth.
- Continue "Ask Virigina" through October 1996, then re-evaluate for the remainder of the 1996 year.
- Competitive set:
Newport, Misty, Capri, Marlboro, Camel, B&H, Salem, Basic, Doral, and GPC -- based on Slims outswitching and outflow.
- Legends (Tennis)- assume local initiatives as in 1995